



Bringing the bounty of the Southern USA to the World.

- Alabama ■ Arkansas ■ Florida ■ Georgia
- Kentucky ■ Louisiana ■ Maryland ■ Mississippi
- North Carolina ■ Oklahoma ■ Puerto Rico
- South Carolina ■ Tennessee ■ Texas ■ Virginia
- West Virginia

Korean Reverse Trade Mission 2008

Atlanta, GA • Annapolis, MD • New York, NY

June 23-30, 2008

- *Korea is the world's 11th largest economy*
- *Korea is the 6th largest market for U.S. agricultural products*
- *The U.S. currently has a 20% share of the Korean market for imported agricultural products*

SUSTA will host a delegation of Korean buyers to Atlanta, Georgia and Annapolis, Maryland for a reverse trade mission. Southern region suppliers of high-value food products will have an opportunity to meet one-on-one with Korean buyers. The trip will culminate with two days at the New York Fancy Food Show, where SUSTA exhibitors can schedule additional appointments.

South Korea imported \$2.85 billion of U.S. agricultural products in 2006, and that number grew by 23% to \$3.5 billion for 2007. American imports are expected to grow even more once the U.S.-Korea Free Trade Agreement is ratified by Congress. KORUS-FTA eliminates or phases out tariffs and quotas on a wide range of products and makes over 64% of Korea's agricultural imports immediately duty-free. Your participation is a must if you are interested in Asia Pacific's third-largest market for imported food and drink.

Best Prospects:

■ Dairy Products	■ Processed Foods
■ Snack Foods	■ Organic Products
■ Poultry & Pork Products	■ Candy & Confectionery
■ Beverages	■ Food Service

Important Information:

- Deadline for registration: **June 1, 2008**
- Register online at www.susta.org or contact an activity manager at right for a registration form.
- **Participation fee: \$50**



Register on the events page
at www.susta.org

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